

NEW SLATE OF OFFICERS FOR BOARD OF TRADE

W. J. Blackstein, President for 1928
—A. G. Bond, Sec. Treas.

The Bassano Board of Trade held their annual meeting and election of officers in the Hunter Hotel dining room Wednesday noon, January 25. The officers elected for the year 1928 were:

President—W. J. Blackstein
Sec. Treas.—A. G. Bond
Public Affairs Committee—A. T. Connelly, A. McKee, P. Murphy
Fair Grounds Trustees—E. K. Picken, H. O. Bredin, P. Mead, W. S. Playfair, Chas. McIlhenny
Auditors—H. W. Ford

A membership committee was also elected, consisting of H. G. Angell, Harvey Smith, and E. K. Picken. The other committee will be appointed by the executive.

The meeting opened with President E. P. Currie in the chair and about twenty members present. W. J. Blackstein acted as secretary in the absence of Wm. McEwen.

The minutes of the previous meeting were read and adopted.

The secretary read the auditor's financial statement for 1927, which was also adopted.

Reports were given by chairman of various committees. G. H. Travis, in reporting for the swimming pool committee said they had almost enough money to build a brick pool. A pool of this type would cost about \$12,000, and the committee had approximately \$10,000. The cost of dressing rooms and other equipment would be in addition to this.

A. O. Bond, the new secretary, in addressing the meeting, made a plea for more action from more of the board members. He said that too many members were just passengers on the ship, and that it was only a relatively small number who were keeping the ship going. Mr. Bond said that every member should do his utmost to make the board better and better, and so bear his share of the burden.

The retiring president, E. P. Currie made a short speech at the close of his term of office. He was accorded a hearty vote of thanks from the members.

W. A. Brodie, manager of the local creamery, gave a brief address at the close of the meeting. He said that Bassano was an ideal place for a creamery, and he expected to do a big business during 1928.

HOLD CHEVROLET DEMONSTRATION

A chassis demonstration of the new Chevrolet was held in the garage of W. E. Sambrook, Chevrolet dealer, on Tuesday evening, January 24th. A car away model of the new motor and rear axle were on display, and also a number of other important working parts of the car. A company representative gave a lecture dealing with the features of the new model car, and afterwards there was a moving picture showing the testing grounds of General Motors. A fairly good crowd of interested people attended.

Huskar News

HUSKAR, Jan. 25.—The Board of Trade card party will be given at the hall Saturday evening, Jan. 28th.

Mrs. Elizabeth Dundas, who was a guest of her sister, Mrs. Bowdman, was back to Calgary Saturday.

Mrs. McLean and baby boy came home from the Bassano Hospital Saturday.

Mrs. E. Severn, a former resident of Huskar, who underwent an operation in the Holy Cross Hospital, Calgary, is doing nicely.

Rev. H. Arthur Barton will preach in the school house Sunday evening, February 5th, at 7:30.

T. A. Hawkshaw was a Calgary visitor this week, enjoying the hospital.

J. V. Elliott is visiting relatives and friends in Spokane and Tekoa, Washington.

A number of ladies drove out to Huskar, Ray Schooling's Thursday afternoon. Five hundred was played and the first prize was won by Mrs. Holland, while the consolation went to Mrs. E. Bowdman.

The Huskar orchestra furnished music for the dance at Makepeace Friday night and the same night at the school house and the school.

These played for dancing at the Fairly rare school house.

Mr. and Mrs. Will Hoagland and Mrs. Ray Schooling returned from a visit to Bonner's Ferry, Idaho.

Folks of our district are especially anxious to take in the big comedy-drama and musical comedy dance to be held in the new Bassano Community Hall on Thursday, February 2nd.

Gem News

GEM, Jan. 24.—On Sunday Mr. and Mrs. E. Small were welcome dinner guests at the home of Mr. and Mrs. T. L. Maguire.

Mrs. Douglas and Mrs. Maguire spent a pleasant Wednesday afternoon with Mrs. S. Beltrich.

Col. Doughty and P. W. Grafton, of Bruce, are in the Colony this week interviewing the farmers in the interests of the C.P.R. D.N.R.

Mrs. C. Jones, of Wainwright, arrived in the Colony on Friday and is enjoying a holiday visiting her many friends in this district.

Mrs. Wm. Pollock entertained Mr. and Mrs. Robson and Mrs. Jones to dinner on Sunday last.

Four slight loads of happy young lads had the time of their lives on Friday night when they all journeyed to the spillway lake and enjoyed some good skating.

A big U.F.A. rally will be held in the Gem school on Friday night. Ben S. Plumer, vice president for this district, has promised to attend, and will speak on the "what part" of the rally.

The lady members of Gem local are preparing a program, and will serve refreshments during the evening. The executive of Gem local extend a hearty welcome to all the farmers in the district to be present. Non-members are particularly

Quebec Dog Derby is Big Winter Event



ST LOUIS GATE, QUEBEC

February 20-22 will be the high light of the Quebec winter sports when the Eastern International Dog Derby will be run over a course of 120 miles, which will take three days to complete.

World-famous drivers such as L. Sepalle, E. St. Godard, O. Chervette, and eleven others look out last year among them being Paddy Nolan, the fifteen-year boy number, who put up a sterling battle and was only defeated by bad luck.

Winter games and was only defeated by bad luck. Winner gets a purse of \$1,000 and custody for one year of the handsome gold cap. Last year the winner was St. Godard.

The season lasts three months, from the end of December, and there are winter sports galore, including curling, skating, snow-shoeing, curling, hockey, and runs to places of interest in dog sleds. Most of the winter sports, and skiing over the snow-covered hills, and all are well-attended.



GEORGE CHEVETTE AND DOG

These, too, the triple-track toboggan slide is one of the best in the world.

During the winter sports season the Chateau Frontenac is the center of all gaiety, everything radiating from there. It is in this village within itself where the inhabitants find pleasure, and those who seek will find great enjoyment in the winter sports and festivities. Quebec with its old world atmosphere, its buildings of antiquity and its leisurely ways will lure one after a first visit, time and time again.

Curling News

The boys are back from the Calgary curling, and they brought with them a good share of the booty.

The silver job and coffee men won by McDonald's rink are said to be the best prizes of the curling.

Irving Young made a hit at the curling, being introduced by T. Hawkshaw as "Gleichen, Young, who swam to Catalina Island."

The first round of the local schedule has been nearly finished, and the executive plan on putting on some kind of a novelty competition.

The ice has been "good" for the past couple of weeks—fairly keen and true—a big improvement over what it previously was.

The curlers who went to the Calgary bonspiel found the ice exceptionally keen. It was hard to control their shots with "dull" rocks. This would have been great ice for Dick Bond's hot rocks.

The Night Hawks have not been very busy this week, only one cup game being played. Scott and Foster challenged "Bills" and McDonald Monday night, Jan. 22nd, both challenges being lost.

Two rinks of Gleichen curlers came down last Saturday evening and played a friendly game with the local club. The Gleichen rink, which defeated Chateau and Blackstein, playing the other Bassano rink to defeat Boyd.

The Gleichen curlers reported having a real enjoyable evening, and extended to the Bassano club an invitation to play a return game.

GLEICHEN AND BASSANO PLAY A TIE GAME

Visitors Score in Last Few Minutes of Play and Game Ends 3-3

Onlookers were treated to a classy brand of hockey at the Bassano skating rink last Friday evening when the Bassano Skaters played a tie game with the Gleichen boys.

This was the second tie game played in Bassano between these two teams. Three games in all have been played, the third game being a win for Gleichen on their own ice.

The local boys had the game practically won when they were leading 3-2 in the last period, but they slacked up and allowed the Gleichen boys to score again.

The game was tied 2-2 when the teams went on the ice for the third period. At the opening of this period the Skaters uncovered some brilliant play, and repeatedly broke through the Gleichen defense to bombard the goal keeper with "hot" drives.

Jakey Bulmer finally scored, breaking the tie, and putting the Skaters in the lead again. During the last five minutes of play Gleichen threw their whole weight into a desperate offensive. The Skaters were stirring rapidly, and fell back on purely defensive play.

Perry Johnston was called on to make some clever drives during the next few minutes of the game, but the rubber got by him once and the score was tied again.

No overtime was played.

Except for the last few minutes of the game the Skaters had the advantage of play. They showed more speed and cleverness in skating and stick handling, but their own mistakes were not so good as that of the visitors.

Summary of Goals
1st period—Bassano, Hayes.
Gleichen, McKay, Brown.
2nd period—Bassano, Hayes.
3rd period—Bassano, Bulmer.
Gleichen, McKay.

The Bassano lineup
Goal P. Johnston; defense H. Hayes and A. Yule; forwards, A. Simpson, J. Bulmer and R. Gayford; W. Holmes and R. Donaldson.
G. W. Foster refereed the game. It was a clean, fast game, with no penalties being meted out.

A good crowd turned out to see the boys perform.

COMEDY-DRAMA AND DANCE THURS. FEB. 2

The Duchess Players Will Present "The Road to the City" Thursday Night Week—Big Community Dance Will Be Held After Show

This special event which will be put on in the new Bassano Masonic Community Hall on Thursday, Feb. 2nd, will be unique inasmuch as it will be an inter-community social event and the greatest evening of its kind ever held in this district.

The Duchess Players have a splendid production in "The Road to the City," a comedy-drama in four acts. Their troupe consists of eight players who are assisted by their own orchestra of six musicians.

Immediately following the play, a grand community dance will be held on the large, new hardwood dance floor. The price of \$1.00 for the whole evening's entertainment should result in a large and jolly crowd.

It would be advisable for those intending to take in this event to get their tickets early from members of the committee, local store keepers, or at the banks.

Some cattle buyers from Glen have been in the district buying up a car load of milk cows which were shipped to Calgary Tuesday.

Mrs. Gable had well over guests on Wednesday. Mesdames Dingler, Stricker, and Glus.

Darrell Gable, while out hunting Jack rabbits found an interesting animal which he has attached to a small balloon. It was the property of the Meteorological Society of Calgary and will be receiving reward of \$25.00 for finding and returning the instrument.

Mr. and Mrs. Geo. Gossie and family were held at the Kitz house, at Striker home on Sunday.

Mesdames Kof, Sape, Gable, and Glus spent a recent afternoon with Mrs. H. Cowen.

A number of Countesses are planning on attending the women's ball in Bassano on Friday evening of this week.

Just a very few turned out for the Sunday school on Saturday afternoon, which was held at the Kitz house.

Mr. and Mrs. Kof and family were supper guests at the Glus home Sunday evening.

E. H. Heidt is papering and painting the You house on the inside.

May Heidt was out of school on account of illness on Monday.

Several of the school children have been suffering from colds since the blizzard.

Picture Melodrama With Beautiful Star

Dolores Costello in Warner Bros. "Old San Francisco" is the attraction of the week, January 27 and 28. And "Old San Francisco" is a thrilling melodrama of the colorful days of the gold rush.

There is the glamorous city of the Golden Gate had a Barbary Coast, known as the "mile of hell," and a Chinatown which harbored deep in the earth and hid a thousand gruesome secrets.

The story has to do with a Spanish actress who is kidnapped by a half-breed and taken to the underworld and offered for sale in a subterranean auction room dim with the fumes of the poppy and garlic with tank and catwalks and silent dragons.

There is a burning story of love and unselfish devotion, and the climax, one of the most terrific ever pictured, is the "great fire" which ended the sway of the underworld.

Dolores Costello is glorious as the wronged and vengeful heroine, and Warner Oland, as the sinister hero, is superb. Alan Crandall's direction shows rare understanding and the photography smacks of wizardry.

This is the first picture to be shown in Gem Theatre under the new Warner Oland, as the director has been in the new Ford will have an opportunity of seeing the film in Bassano on Wednesday, Feb. 1st.

NEW FORD ON DISPLAY

Roy Smith, Ford dealer, will have a new model Ford car on display Wednesday, February 1st. Mr. Smith expected to have one of the new cars here at an earlier date, but was unable to make the arrangements to do so.

These interested in the new Ford will have an opportunity of seeing the film in Bassano on Wednesday, Feb. 1st.

Firemen All Set for Their Big Night

It is expected that the largest social gathering of the season will take place in the new Masonic Community Hall on Friday night this week, January 27th, when the Bassano Fire Brigade will hold their annual winter drive and dance.

The firemen are making great preparations for this affair, which promises to be an evening of great entertainment and amusement.

Winter commences at 8:30 sharp, and dancing at 10:30. Free will be awarded for what and there will also be a prize donated by the holder of the lucky ticket which will be given out at the guests under the door.

GEM THEATRE

Under New Management

Friday and Saturday, January 27th and 28th
Opening with one of the best pictures of the year

"Old San Francisco"

with Dolores Costello

Massive Production! Marvelous Cast! Unprecedented!

You will be sorry if you miss seeing this super picture

Also COMEDY and SCENIC

ADMISSION—Adults 50c

Children 25c; Children under 12 years 15c



BASSANO LODGE NO. 28, ANCIENT FREE & ACCEPTED MASON
Meets the first Tuesday of the month.
Visiting brethren cordially welcome.
Worshipful Master
M. D. MACDONALD
H. H. BROWN, Secretary

ROBT. McLEAN K. C.
Barrister, Solicitor, Notary
BASSANO ALBERTA

B. E. BARLOW
VETERINARY SURGEON
M. S. A., Toronto
M. V. A., Alberta
Govt. Official Veterinary
Phone 20 Bassano

DR. W. F. KEITH
Dentist
JOHNSTON BLOCK
Bassano, Alberta
Is Brooks on Thursdays

WILLIAM McLAWS
Barrister, Solicitor, Notary
BASSANO ALBERTA
Phones: Office 4, Residence 125

DR. A. G. SCOTT
M. S. L. M. C. C.
PHYSICIAN - SURGEON
Phone—
Office 87 Residence 131

W. S. PLAYFAIR
SHED LIVERY DRAYING
Agency Fee
GALT COAL
Phone 28 Opposite Depot

HARRY HOLMES
CARPENTER & BUILDER
Bassano, Alberta
Estimates Given on All Work
If you want work done
PHONE 14

Jordan's Dairy
GOOD FRESH MILK AND CREAM
Milk Delivered Every Morning
Bassano, Alberta.

A. R. Maurer
GENERAL BLACKSMITH
WOODWORKING
HOUSEHOLDING
Phone 14 - Shop Phone 24
BASSANO - ALBERTA

A. T. Connolly
Registered Optometrist
Broken lenses replaced from prescription or plates. Absolute satisfaction guaranteed. Quick service.
BASSANO, ALBERTA

Shoe and Harness Repairing
FIRST CLASS WORK
REASONABLE PRICES
Wing & Hong
ALBERTA PRODUCTS TO BE SHOWN

Appointments are being made by the publicity branch of the Department of Agriculture to have an exhibition of Alberta's soil products included in the Western Canada Agricultural Show to be held by the T. Wilson Co. at their Warehouse store on February 6 to 15. This exhibit will include grains and grasses, game, wool, oil, tar sands, and many other natural products of the province.

When the Worm Turns
Wife: "John, how could you speak so roughly to mother at the table?"
She was only telling you how to cut the turkey."
Hub (disgustedly): "Those back seat carvers make me first."

Heart Trouble
The doctor answered the phone. Turning to his wife he said, "Quick, get me my sachel. The man says he cannot live without me."
"Just a minute," said his wife who had picked up the receiver. "That call is for Ethel."

All Wet
Judge: "Did the accused give you the impression of a drunken man on the night of the affair?"
Witness: "Yes, he was wearing a watch with an illuminated dial, and was trying to light his cigar with it."

Standing by Mrs. Grundy
"Madam, won't you subscribe to 'The Home'?"
"No, sir. Those trial marriage ideas aren't going to get any support from me."

In Secret Condemnation
She: "If you tell a man anything it goes in one ear and out the other."
He: "And if you tell a woman anything it goes in at both ears and out her mouth."

Beats The Devil For Heat.
White Ash Coal
Phone 114
Wm. HONEY

The Farmers Meat Market

We are buying fat calves and butcher stock, also poultry.

We are paying the highest market price.

Phone 38

Geo. Hepfner & Son
Bassano :: Alberta

White Teeth, Healthy Gums, a Clean Mouth
THAT is what you should seek in a dentification. And it is easily found, if you will care for your teeth regularly with Elenox Dental Cream. And the delightful after-taste of Elenox—Cool, Clean, Kissing Feeling—is satisfying evidence of the good it does. Buy in and get a tube today.

J. H. STILES "The Druggist"
Bassano and Hussar

Now shipped at the full pre-war strength
"Spey Royal"
is the choice of the man who knows real OLD SCOTCH WHISKY
Bottled and Casked by J. & A. Gilbey Ltd. Glasgow
This advertisement is not published or displayed by the Liquor Board except at the Government of Alberta.

THE BASSANO MAIL
William A. Brodie
Editor and Publisher

Subscription \$2.50 a year, \$2.50 to the United States

SCOTLAND'S BARD

On January 24th Scotsmen all over the world celebrated the anniversary of the birth of Robert Burns.
Burns was born at Alloway, near Ayr, on January 24th, 1759. His poems were marked by a depth of feeling that flowed direct from the heart. He took all Scotland by storm with the simplicity and charm of his poetry that won the hearts of rich and poor alike.
Burns wrote a wealth of splendid songs and poems. One poem alone, "A Man's Man for a' That" was enough to have made him famous, but he wrote many others of equal merit.
"Perhaps his greatest poem is 'The Cotter's Saturday Night.' His brother Gilbert said that the cotter was an exact copy of their father in his manners, his family devotion, and practicality. The third verse is particularly touching:
"At length his lonely cot appears in view,
Beneath the shelter of an aged tree;
Thou' poorest, yet thy things, thy cotter's stables through
To meet their dad, wif' flit their noise and glee.
His wee bit legs, blinking bonnily,
His clean heartstom, his thrifty smile.
The lipping infant prattling on his knee,
Does a' his weary carking cares beguile.
And makes him quite forget his labor and his toil."
In some respects Burns' life was a failure. None realized that better than himself for he said "The fault of my life is that I never had an aim." Many of his poems might better have remained unpublished, but that is not the fault of Burns, but of his biographers. To the world today his greater poems so transcend the lesser ones that his faults are forgotten, or at least forgiven, in the sheer beauty, devotion, and love expressed in his master works.

Here and There

Evidence of reconstruction work in Yokohama is seen through the fact that a five storied steel and reinforced concrete hotel was officially opened recently. The building, known as the Hotel New Grand, is of fireproof and earthquake-proof construction and is modelled after the style of the best Canadian hotels.
Toronto.—The Province of Ontario is at the close of the greatest gold producing year in its history, according to officials of the Department of Mines, who forecast an increase in gold production this year of \$2,000,000 as compared with last year's output. In addition, the total mineral production is expected to be more than \$91,000,000—a gain of \$6,000,000 over 1926.
Halifax.—Boys' and Girls' Swiss Clubs are now well established here. The Club Feeding Clubs are also on the increase and it is expected that in 1928 the latter will attain the same number in the province as the former. Egg marketing circles are also being organized and much good work is already reported. These should prove a valuable aid to the poultry industry.
Preparations for the Staff Winter Carnival, to be held February 1-11, are well under way. Canadian members are training and intend to make a strong effort to bring back to Canada the "Strong Heart Trophy" which was carried to the United States by Warren Connelley, of Ashton, Idaho. It is anticipated that there will be several teams from the United States competing again this year.

THE EDITOR'S ROOM
by Sophie R. Bedford
Oh! a curious place is the editor's den.
That sanctum sanctorum that's ruled by the pen.
The odors are musty,
The furnishings dusty,
But it's cozy and comfy is the newspaper men's.
Though the files are snail and cobweb are thick,
The wires of the world are all buzzing "he quick!"
We want more excitement,
Some wreck or incident!
So the editors work while the typewriters click.

When you enter the room and just take a peep
At the politics, weddings, and deaths in a heap
With dire and curious
The question of divorce is
How ever they sort it and sell it so cheap.
But shuttles fly fast in the newspaper room,
So the wof and the wamp news of
pale or hoar
And yet you will wonder
Whenever in thunder
It's housecleaning day in the editor's room.

NOTICE

TO RESIDENT NON-TAXPAYERS OF THE BASSANO MUNICIPAL HOSPITAL DISTRICT No. 6, Including renters, teachers and other employees

TAKE NOTICE that all resident non-taxpayers wishing to take advantage of the minimum rate of one dollar per day in the Bassano Municipal Hospital are required to pay the special agreement fee of six dollars on or before **FEBRUARY 15th, 1928.**

Payments to be made to the Secretary Treasurer
H. W. FORD,
P. O. Box 238, Bassano, Alta.

N. B.—The Secretary will be out of town from January 10th to February 1st. During his absence payments may be made to Jas. R. Donaldson, Town Secretary.

Our Business Is Spreading

Because we give the kind of service and satisfaction our patrons demand. More and more farmers are shipping their cream to us because we give full value and prompt returns.

Send us a trial shipment.

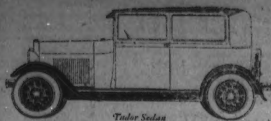
The BASSANO CREAMERY
W. A. Brodie, Manager
Bassano - Alberta

Each of these well known products is the leader in its line

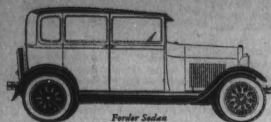
DeForest Crosley Radios
De Laval Cream Separator
Miracle Heaters
Burbank Ranges
Cyator Power Washing Machine
Simmons Beds and Bedding
Eureka Electric Vacuum Cleaner

Hudson and Essex Automobiles
Allis Chalmers Tractors
The Utmost in Value

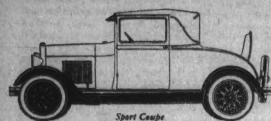
FLANAGAN BROS. HARDWARE
Telephone 118
BASSANO



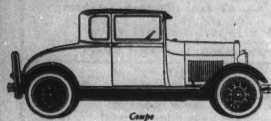
Tudor Sedan



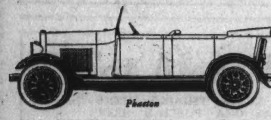
Fordor Sedan



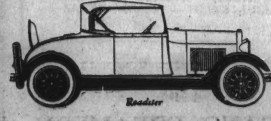
Sport Coupe



Coupe



Phaeton



Roadster

The NEW CAR

Now on display
at our showrooms/

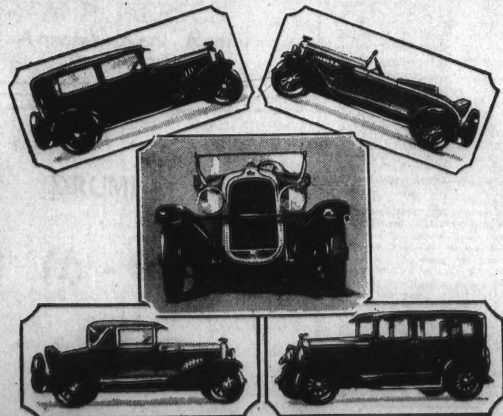
This entirely new car surpasses the accepted standards of light car accomplishment; sweeps aside all boundaries of price class; establishes a new standard of acceleration, speed, power and smoothness that heretofore has marked only expensive cars as fine cars.

- | | |
|---|--|
| <p>Motor
Make and Model Ford "A"
Four Cylinders—Bore 3 3/8"; stroke 4 1/4"
Unit Construction
Pump and Thermo-Syphon Cooling
Pump, Gravity and Splash Lubrication
Single Coil Distributor Ignition
Sliding Gear (3 speed) Transmission
Multiple 9 Plate Dry Disc Clutch
Dynamically Balanced Crankshaft
High and Low Speed Jet Carburetor (hot-spot manifold)
Aluminum Pistons
Oil Indicator
2 Blade Aeroplane type Fan
Bakelized Fabric Timing Gear
Carbon Chrome Nickel Alloy Valves
N.A.C.C. Rating 24.03 H.P.—Actual Developed H.P. 40 at 2200 R.P.M.</p> <p>Chassis
4 Wheel Brakes—Mechanical, Internal Expanding Type, with Automatic Brake Equalizer
Springs—Transverse Semi-Elliptic
Drive—Torque Tube Gear—Spiral Bevel
Rear Axle 3/4 Floating
Full Crown 1-Piece Fenders
Gravity Feed Fuel Tank
Ignition Wires Enclosed in Flexible Steel Tubing</p> | <p>Steering Gear (irreversible)
— Worm and Sector Type
Acorn Design, Nickel Plated Headlights
5 One-Piece Steel Spoked Wheels
17 1/2" Steering Wheel
Alumite-Zerk Chassis Lubrication
Body and Chassis insulated to prevent noise
Wheel-base 103 1/2 inches
Turning Radius 17 feet
Tire Size—30 x 4.5
Road Clearance 9 1/2"</p> <p>Equipment
Automatic Windshield Wiper (closed car)
Rear View Mirror
Speedometer
Dash Light
Gasoline Gauge
Ammeter
Motor Driven Horn
Starter
Combination Tail and Stop Light
Sun Visor
One-Piece Windshield
Theft-Proof Ignition Lock
Foot Accelerator
4 Hydraulic Shock Absorbers
Wide Range of Color Options</p> <p>Performance
60 Miles Per Hour
40 Miles Per Hour in Second Gear
Acceleration—5 to 25 M.P.H. in 8 1/2 seconds
50 Miles Per Gallon Gasoline Consumption</p> |
|---|--|

ROY SMITH
Bassano, Cluny and Gleichen, Alberta



23 YEARS OF PUBLIC PREFERENCE



The past year has been an extremely successful one for the Pontiac etc. and the fruits of this success are seen in the new series Pontiac, announced this week, which incorporates numerous improvements and refinements at no increase in price. The four models illustrated above indicate the graceful lines of the new car. At the upper left is the two-door sedan and at the upper right the rakish new sport roadster, with its conventional wheel. A head-on view of the roadster, showing the deep, narrow radiator and two of the four-wheel brakes, appears in the centre panel. At the lower left is the beautiful cabriolet and to its right the new four-door sedan.

You are invited to The FAST SHOWING OF THE NEW CAR

IN OUR SHOWROOMS ON

Wednesday, February 1st

The New Car will fulfill the promise
of a singular achievement in light
car manufacture.

Roy Smith

Bassano, Cluny and Gleichen, Alberta



23 YEARS OF PUBLIC PREFERENCE

The New Ford Car

The new Ford car goes on display in Roy Smith's show rooms Bassano, for the first time on Wednesday, 1st. Known as the model "A" it replaces the model "T" which for thirteen years made automotive history, and comprises a line of six passenger models supplemented by light delivery and truck models.

Pleasing appearance, a wide range of bright color combinations, great power, high speed, great flexibility, roadability, unusual get-away, economical operation, and rugged, simplified construction, are cited as outstanding features of the long awaited car. Design and construction hitherto peculiar to high priced machines are said to be incorporated in the new product.

The line of the new Ford are distinctive. The wheelbase is 108 1/2 inches, and the lower suspension and deeply crowned gracefully contoured one-piece fenders are pleasing to the eye, and suggest stability. Bodies are of all steel construction, and the new type of one-piece, steel spoke wheel employing a drop-centre tire and eliminating the old fashioned rim and rim clamps is employed. A selective sliding gear transmission is used with a multiple dry disc clutch, and the rear axle is of the three quarter floating type with spiral bevel gears permanently adjusted and noiseless. Full torque tube drive, which relieves springs of all driving strain, is featured, and four wheel mechanically actuated, internal expanding brakes have been incorporated in the new product. Throughout the design of the car ease and quietness of operation, great strength and accessibility of all parts have been kept in mind. According to Ford officials the purpose back of the new car is to provide a small car which will incorporate all light car advantages with the features of comfort, speed, and safety heretofore peculiar to heavy and expensive machines. This, they confidently assert, has been accomplished in the new model "A" Ford.

The four cylinder power plant of the new Ford develops 40 horsepower at 2,200 revolutions a minute. This is practically double the power of its predecessor, but this great increase in power has been effected without sacrifice of economy, and it is claimed that the new car will afford thirty or more miles to the gallon of gasoline. This remarkable increase of power is effected through use of a larger cylinder bore, by static and dynamit balancing of flywheel and crankshaft, and by the use of light reciprocating parts. The new motor is practically vibrationless owing to the careful balancing of these parts. The model "A" motor incorporates a number of unusual features of design which have been born of years of experiment. Most of these features make for long life, simplified service and more economical maintenance.

Unusual performance unprecedented in the light car field is claimed for the new Ford model "A". It will attain a speed in excess of sixty miles per hour, and may be held at that speed for four periods without disconcert to passengers or injury to the mechanism. It has been driven at more than forty miles an hour in intermediate gear. It manoeuvres with great ease, negotiates the roughest roads at speed without undue body motions, holds on a sharp unbanked curve at 45 miles per hour, and has a turning radius of only 37 feet.

Production at present is centering upon the Tudor model. Other models will be available later.

WINTER EXCURSIONS

To the
PACIFIC COAST
VANCOUVER - VICTORIA

NEW WESTMINSTER

Tickets on Sale

January 3, 5, 10, 12, 17, 19, 24 - February 2 and 7

RETURN LIMIT APRIL 15, 1928



THE SCENIC ROUTE TO THE
PACIFIC COAST, CALIFORNIA
BANFF WINTER CARNIVAL
FEBRUARY 4-11
For full information ask the Ticket
Agents—
H. H. BEEBIE
Bassano, Alberta

This Winter Visit --

BANFF WINTER SPORTS CARNIVAL

A Week of Exhilarating Wholesome Fun in the
CANADIAN PACIFIC ROCKIES

EXCURSION

TICKETS ON SALE

February 3rd to 11th, 1928

From all stations in Alberta and British Columbia,
Heresford, Kootenay Edg. and East

RETURN LIMIT FEBRUARY 12, 1928

For full information ask the Ticket Agent, or write
G. D. HOPKIN, District Passenger Agent, Calgary, Alta.

CANADIAN PACIFIC

WINTER AND SUMMER - THIS ROUTE TO BANFF

OF THE NEW CAR **THE FIRST SHOWING**

Wednesday, February 1st
IN OUR SHOWROOMS ON

[The new car will bring the promise
of a singular advancement in light
and speed.]

Roy Smith
Bassano, Cluny and Gleichen, Alberta

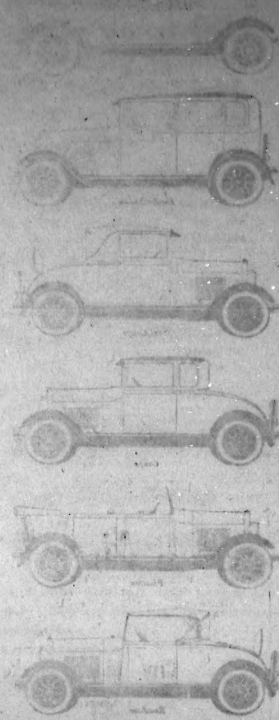


25 YEARS OF PUBLIC PREFERENCE

NEW CAR

**How on display
at our showrooms**

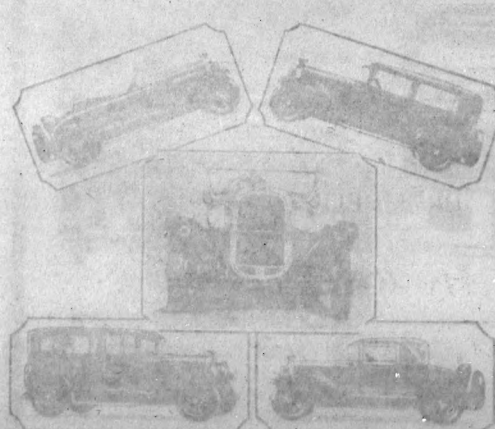
The new car is a masterpiece of engineering and design. It is the most advanced and complete car yet produced. It is a car that is built for the future, and it is a car that is built for the present. It is a car that is built for the road, and it is a car that is built for the city. It is a car that is built for the family, and it is a car that is built for the business. It is a car that is built for the pleasure, and it is a car that is built for the purpose. It is a car that is built for the comfort, and it is a car that is built for the convenience. It is a car that is built for the safety, and it is a car that is built for the security. It is a car that is built for the health, and it is a car that is built for the happiness. It is a car that is built for the peace, and it is a car that is built for the love. It is a car that is built for the life, and it is a car that is built for the death. It is a car that is built for the eternity, and it is a car that is built for the forever.



ROY SMITH
Bassano, Cluny and Gleichen, Alberta



25 YEARS OF PUBLIC PREFERENCE



The new car is a masterpiece of engineering and design. It is the most advanced and complete car yet produced. It is a car that is built for the future, and it is a car that is built for the present. It is a car that is built for the road, and it is a car that is built for the city. It is a car that is built for the family, and it is a car that is built for the business. It is a car that is built for the pleasure, and it is a car that is built for the purpose. It is a car that is built for the comfort, and it is a car that is built for the convenience. It is a car that is built for the safety, and it is a car that is built for the security. It is a car that is built for the health, and it is a car that is built for the happiness. It is a car that is built for the peace, and it is a car that is built for the love. It is a car that is built for the life, and it is a car that is built for the death. It is a car that is built for the eternity, and it is a car that is built for the forever.

EXCURSIONS

To the
PACIFIC COAST
VICTORIA
NEW WESTMINSTER

Tickets on Sale

LEAVE: 10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM

THE WESTERN HOTEL, 1000
VICTORIA, BRITISH COLUMBIA
VICTORIA, BRITISH COLUMBIA
VICTORIA, BRITISH COLUMBIA
VICTORIA, BRITISH COLUMBIA



The New Ford Car

The new Ford car is a masterpiece of engineering and design. It is the most advanced and complete car yet produced. It is a car that is built for the future, and it is a car that is built for the present. It is a car that is built for the road, and it is a car that is built for the city. It is a car that is built for the family, and it is a car that is built for the business. It is a car that is built for the pleasure, and it is a car that is built for the purpose. It is a car that is built for the comfort, and it is a car that is built for the convenience. It is a car that is built for the safety, and it is a car that is built for the security. It is a car that is built for the health, and it is a car that is built for the happiness. It is a car that is built for the peace, and it is a car that is built for the love. It is a car that is built for the life, and it is a car that is built for the death. It is a car that is built for the eternity, and it is a car that is built for the forever.

BAKEE **WINTER SPORTS** **CARNIVAL**

A Week of Exciting Winter Sports for the
CANADIAN PACIFIC ROCKIES

EXCURSION

February 3rd to 11th, 1928

LEAVE: 10:00 AM, 1:00 PM, 4:00 PM, 7:00 PM

THE WESTERN HOTEL, 1000
VICTORIA, BRITISH COLUMBIA
VICTORIA, BRITISH COLUMBIA
VICTORIA, BRITISH COLUMBIA
VICTORIA, BRITISH COLUMBIA

CANADIAN PACIFIC

NEWS FROM ALBERTA WEEKLIES

Price Wheat for Humans
 The first price for registered Marghite wheat in the Provincial Seed Plot held in Calgary comes to the Human district, and was won by P. W. Billster, who farms east of here and was the one first prize in the Kwantia Registered Seed Competition last winter.

Mr. Billster captured third prize in the Provincial Seed Plot held in Calgary comes to the Human district, and was won by P. W. Billster, who farms east of here and was the one first prize in the Kwantia Registered Seed Competition last winter.

A Bird's Eye View
 Jack O'Neill, Editor W. J. Bartlett, Ed. Hoyle, Bob Gray, and possibly Chris Tompkins (if business will permit) have engaged Lindbergh to take them to the Flin Flon district early in April or May for the purpose of looking over the ground.

Drumheller Board of Trade Election
 A. N. Walker, retiring president of the Drumheller Board of Trade, was unanimously re-elected on Friday last at the annual meeting of that body held in the Whitehouse Grill banquet rooms.

Oil Development at Viking
 That the Viking district is destined to become one of Alberta's leading oil fields is very promising as one of the strongest companies in the world has chosen this district as the place to sink their first test well in Alberta.

British Fox Farming
 The historic Canadian business of fox farming, which originated in Prince Edward Island and spread throughout the Dominion, has obtained a hold in Great Britain and has also penetrated to Continental Europe.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Elk's Band Concert at High River
 The concert given by the Elk's band in the town hall on Sunday evening after church was an unusual musical treat for townspeople. The program was varied and uniformly good.

Notice

CANADIAN PACIFIC RAILWAY COMPANY

The Canadian Pacific Railway Company will apply to the Parliament of Canada at its next Session for an Act:

1. Authorizing it to construct the following lines of railway, namely:

(a) From a point at or near Acme on its Lacan North Branch in township twenty-nine, range twenty-six, west of the fourth meridian, thence in a generally northerly and westerly direction to a point in township thirty-three, range twenty-six, west of the fourth meridian, a distance of about twenty-two miles, all in the Province of Alberta.

(b) From a point on its Rosemary North Branch in township twenty-one, range fifteen, west of the fourth meridian, all in the Province of Alberta, to a point in township twenty-three, range sixteen, west of the fourth meridian, all in the Province of Alberta.

2. Authorizing it to issue securities in respect of the said lines to an amount not exceeding forty thousand (\$40,000) dollars per mile.

DATED at Montreal this Twentieth day of December, 1927.

E. ALEXANDER, Secretary.

Notice

NOTICE OF ANNUAL MEETING
 Public notice is hereby given that a meeting of the Board of Directors of the Town of Bassano will be held in the Town Hall on Friday the 27th day of January, 1929, at 8 o'clock p.m., for the purpose of receiving the auditor's report of the Board of Directors of the town up to the preceding 31st day of December, and for the purpose of electing the members of the Board of Directors for the ensuing year.

Dated at Bassano, this 18th day of January, 1929.

JAS. F. DONALDSON, Sec. Treas.

APPLICATION FOR LEASE OF ROAD ALLOWANCE OR SURVEYED HIGHWAY
 NOTICE is hereby given that M. O. Wurster, of Lethbridge, Alberta, has made application to the Minister of Public Works, Edmonton, for lease of the following road allowance or surveyed highway, viz: adjoining the East boundary of the Southern quarter of Section 25, Twp. 20, Rge. 17, West of the 4th Meridian.

Any protest against the granting of the above application, lease must be forwarded to the Minister of Public Works, Edmonton, within thirty days from the date of this notice.

Dated at Bassano, Alberta, 17th January, 1929.

M. O. WURSTER, (applicant)

NOTICE OF APPLICATION FOR DIVORCE
 NOTICE is hereby given that IRVING MATHIAS HALLINGER, of the Town of Millmont, in the Province of Alberta, Married Woman, will apply to the Parliament of Canada at the next session thereof, for a Bill of Divorce from her husband, GEORGE HALLINGER, of the City of Toronto, in the County of York, Province of Ontario, on the grounds of adultery and desertion.

Dated at Toronto, in the County of York, Province of Ontario, this 16th day of December, A.D. 1927.

RUSSELL KESSEIT, 814 Temple Building, Toronto, Ontario, Solicitor for the applicant.

FARM FOR SALE
 Farm containing 130.75 acres, located in the north west quarter of section 25, township 20, range 18, west of the fourth meridian, in the Province of Alberta. Make me an offer.

PAUL WILSON, Box 17, Ravensburg, Ont., U.S.A.

We Sell 'Em
 Write, or phone 506 Gm

B. T. GRAY
 Auctioneer

Local News

Mr. and Mrs. Ed Walsh were in from the ranch near Brenda's Ferry on Wednesday.

R. Truchard, of Winnipeg, is visiting with his daughter, Mrs. A. R. Stewart.

School Inspector J. P. Boyce was down from Calgary for a couple of days last week.

Mr. and Mrs. Chas. Robbison, of Crookston, were visitors during last week at the R. W. Campbell home.

Mr. W. J. Bulane and Mrs. M. E. Granlund left on Wednesday to spend a couple of days in the city.

Mr. Agate left on Thursday to spend a few days with his brother J. Young.

A. F. MacCallum was down with the Gleichen curriers last Saturday evening.

Robert MacGregor is a patient in the hospital, recently undergoing an operation for appendicitis.

Mr. and Mrs. J. B. R. Culbertson and children, returned from Kenilston, Saskatchewan, on Thursday.

Mr. and Mrs. A. Bearecroft and L. A. Goff motored in from Moraville on Thursday.

Knox Church Ladies Aid will hold a St. Valentine Tea in the basement of the church on Tuesday afternoon, February 14th, from 3 to 6 o'clock.

A daughter was born to Mr. and Mrs. Cheurman, of Rosemary, in the Bassano Hospital, on Wednesday, January 23rd.

A son was born in the local hospital on Wednesday, January 23rd, to Mr. and Mrs. J. Scott, of Bassano.

Mrs. Hutchison returned to her home near Gleichen on Thursday, having recovered in the local hospital from injuries received in an accident.

Tomorrow night, Friday, January 27th, is the night of the Farmers' big annual whist drive and dance in the new Community Hall.

Mrs. D. Hoffbauer will stay in Calgary during Mr. Hoffbauer's convalescence, expecting to return with him within the next two weeks.

Roy Smith made a business trip to Medicine Hat on Tuesday.

Harvey Smith was a Calgary visitor on Thursday.

J. A. Booth and G. J. Hughes, new managers of Gem Theatre, are putting on their first picture show Friday and Saturday this week.

G. Chalmers, of Brooks, superintendent of power dispatching operations in the C. P. R. Irrigation block, was in Bassano Tuesday.

R. A. Brown, of the United Electric & Engineering Co., Calgary, was in Bassano on Saturday last looking over "the money" business here.

Jacky Salmer was home from Calgary for the week-end, and played on the local hockey team against Gleichen Friday night.

Mrs. Holm left on Tuesday for a visit to her home and friends in the States. Her father, Mr. Upjohn, accompanied her.

H. H. Henson, of the Canadian Development Co., Calgary, was in town last week looking after his business interests in this district.

Harry Jones forwarded another car of hogs to the local processor of this district. The hogs were shipped on Wednesday.

The Bassano Players will present "The Road to the City," a four act comedy drama, in the new Masonic Community Hall next Thursday, Feb. 2nd. The play will be followed by a dance.

A city is famous! The city that all the world loved. Glamorous with its background of romantic Spain and the sinister Orient—and the mad role play of '49. A story of heart-pounding thrills. "Old San Francisco," at the Gem Theatre Friday and Saturday this week.

Traffic Control
 Robinson: "I met my wife in a very funny way—I ran over her in my car and later married her."

Brown: "If everybody had to go that there wouldn't be so much reckless driving."

Regal Family
 Auto Tourist: "I clearly had the right of way when this man ran into me, and yet you say I was to blame."

Local Cop: "You certainly was a fool!"

Local Cop: "Because his father is mayor, his brother is chief of police, and I'm engaged to his sister."

HEAVY EXPORTS FROM ALBERTA TO UNITED STATES
 The province of Alberta exported goods to the total value of \$1,012,396 to the United States during the year 1927, according to the annual report of S. C. Best, American consul in Calgary. The total exports for the year show an increase of \$74,562, or 7.5 per cent over the figures for the year 1926.

Poetry Under Pressure
 A teacher named Miss Plodgett gave her class a verse to write, and passing Wilfred, saw on his slate the following: "A little mouse ran up the stairs to hear Miss Plodgett say her prayers."

She called him out to the front of the class, and with a cane in hand, said she could give him five minutes to complete the verse. Wilfred pondered awhile, and then cried: "Here I stand before Miss Plodgett she's going to strike and I'm going to dodge it."

"Pity the poor woman who's just heard a juicy bit of scandal only to discover" her telephone is out of order." —Buffalo News

Farmers and Trappers

COYOTES, WEAVERIA, BADGER AND JACK RABBITS

OTHER FURS ALSO BRING GOOD PRICES

HIDES, FELT, AND HORSE HAIR WANTED

Reach Your Shipments to

Simpson & Lea

708 Contee Street, Calgary, Alberta

Price lists and shipping tags on application

Eat More Fish

FRESH CAUGHT WHITE FISH
 FRESH HALIBUT AND SALMON
 HERRINGS, SMELTS, FILLETS, AND KIPPERS
 SAUER KRAUT - HEINZ DILL PICKLES
 Four deliveries daily

City Meat Market

Bassano, Alberta H. F. McDonald, Proprietor
 TELEPHONE 140

It's their precision that makes your set work and keep on working

The secret of Atwater-Kent reliability is not alone in expert designing nor is the exacting factory and laboratory tests but in the extreme care given to every phase we are able to attain standards of precision otherwise impossible.

For instance, coil winding. As no radio set is better than its coils, we wind our own. At first, we employed men at this task. But the accurate winding of wire only 2-1000th of an inch in diameter happens to be an almost incredibly delicate operation. A hair's breadth difference in spacing might affect, if ever so little, the perfect reception you demand in your home. So now all Atwater-Kent coils are wound by wonderfully accurate machine operated by expert women operators.

A. P. PIERSON

Atwater - Kent Radios

Bassano, Alberta

DRUMHELLER

Hy - Grade

Lump Coal

Crown Lumber Co.

M. E. Granlund, Local Manager

HORN BRAND BEER and STOUT

Have Made Extraordinary Advances in Sales in Western Canada - Due to Consistent Quality

ORDER YOURS NOW

W. S. PLAYFAIR, Local Agent
 Phone 82

BIG HORN BREWING Co., Ltd.

This Advertisement is Not Published or Displayed by the Alberta Liquor Board, or the Government of the Province of Alberta.

WORLD HAPPENINGS BRIEFLY TOLD

Clarence Chamberlain's third attempt to capture the world's attention right now fails when he was forced down by ice forming on the wings.

Direction at Washington of a memorial statue of the late Comptroller General of the American Federation of Labor, is proposed under a bill introduced by Representative Cawley, Democrat, Pennsylvania.

Embarked for more than twelve hours by a fall of coal in a level hundred feet beneath the surface, nine miners at Blackfoot, Pa., were rescued from their prison and brought out of the mine without a scratch.

The Earl of Athlone's term as Governor-General of South Africa, which began in 1924, will be extended for two years from Jan. 21, 1928, at the special request of the South African Government and with the approval of the King.

"The Repentant Magdalen" by Paul Veronese, a picture which depicts the work of the great Venetian master in the first flush of his maturity, about the year 1558, has been purchased by September 1, 1928, and having a capacity of 2,500,000 bushels.

One shot, the oldest Indian on the Blood Reservation and the only remaining Indian that signed Treaty No. 7 in 1877, died at his home on the Blood Reserve, near MacLeod, Alta. He was 85 years of age and had been near his home at the old agency on the reserve.

The official Gazette announces that the King has made Baron Byng of Vimy, former governor-general of Canada, a viscount. Viscount Byng received this honor in his 60th year, after an active military career which ended with the close of the war. He was governor-general of Canada from 1921 to 1926.

Air Route Via Yukon

Great Northern Airway Is Predicted

The Yukon will some day be one of the main air routes of the world, providing an airway between Alaska and Europe, if the prediction of Dr. Alfred Thompson, former minister of parliament for the Yukon, comes true.

"The airway will be routed through the Northern part of British Columbia or the Yukon to the Alaskan Islands," said Dr. Thompson. "With Siberia in the North and China, Japan and the Philippine Islands to the South, the route will be free from fog, wind or snow. Airships will probably be the main means of travel, and stations will be established in the summer months in the Yukon when the rivers are open."

Future Of The North

The Hudson's Bay Railway is an absolute necessity to the north country, states Honorable George Gordon of North Bay. "Even were it not possible to transport grain over the railroad," he said, "it will still be an enormous factor in opening the mining country. He advised young men today to go north, where the future of Canada, to a great extent, lies."

Time was when bachelors occupied all the best corners in our town and cities, but service stations seem to adorn them now. Perhaps that indicates where the money is going.

A "dinner" was originally a tenth of a man's earnings paid as church dues.

A California hatchery has an output of three million chicks a year.

Forces Atlantic Air Service

Domestic Secretary Fredrick Edmonston Will Be Northern Depot

The Rt. Hon. L. C. M. R. Amery, British secretary of state for Dominion Affairs, foresees the day when Edmonton will be the northern depot for a great British air line service across the Atlantic, north through the Peace River Country and across the Rockies to Vancouver.

"It is not generally realized," he said, "that only the development of an airline across the Atlantic will show it, that Churchill is as near to London as is Montreal; that Edmonton is as near to London as is Toronto, and that practically all of Canada is nearer to London than is New York."

Experimental air line service will be commenced in the summer stated Col. Amery, but it will be three or four years yet before there is a regular air line service across the Atlantic and there is yet to be much ascertained in measuring air distances for such a comparison of distances as the fog, the feasibility of an all year air crossing of the dangerous and forbidding territories of Iceland and Greenland.

Passenger and mail service will first be developed, followed by the carrying of precious cargoes such as gold, gems, and the like on which insurance charges are extremely heavy for each hour of transportation.

One huge airship is being built by the British air ministry for commercial and military tests and another for passenger and mail work is being built by Col. Murray for a private company.

Winnipeg Newspaper Union

1342

For Schooling Or Playtime

This frock for the junior miss is a smart and practical style. The skirt has a flared front at each side and the neck is finished with a shaped collar. The long sleeves are gathered to narrow wristbands and buttons adorn the center-front closing. Size 8, 10, 12 and 14 years. Size 10 requires 2½ yards 36-inch, or 2 yards 14-inch material. Price 25 cents the pattern.

Our Fashion Book, illustrating the newest and most practical style, will be of interest to every home dressmaker. Price of the book 10 cents the copy.

How To Order Patterns

Address—Winnipeg Newspaper Union, 175 McDermott Ave., Winnipeg

Pattern No. _____ Size _____

Name _____

Town _____

Wireless For The North

Wireless sending out which will be installed immediately by transportation interests at The Pas and at Cold Lake/Manitoba, will be capable of sending messages for more than 150 miles. Messages can be received from much greater distances. One of the self is to be put up at The Pas and the other at the headquarters of the British-Bornum Limited, in the northern pole. A wireless sending outfit is already in use at the Pitt River pole.

The capital city is in going past the time to get to India, and the route is much shorter. The conductor, British, Munich.

W. N. 1717

A CANADIAN RIVER THAT LOSES ITSELF

Maligne River, In Jasper National Park, Has Interesting Feature

A river that loses itself so completely that no trace of its course can be found for several miles, is one of the interesting features of Jasper National Park, Alberta, which, with an area of more than 1,000 square miles, is the largest national playground in the world. The name of this river is the Maligne—French for "bad"—and given to it because when it joins the Athabasca there was a ford which was much feared by the trappers and voyageurs of early days in western history.

The Maligne River finds its source in Maligne Lake, about thirty-five miles from its confluence with the Athabasca. Maligne Lake is about fourteen miles long, more than a mile wide and the largest glacial fed body of water in the Canadian Rockies. From this lake the Maligne River flows swiftly down-hill for about fourteen miles to empty into Medicine Lake, a body of water four miles long and from a half to a mile wide. This lake, in some places, reaches a depth of 100 feet.

Out of this lake there is no known outlet. At the foot of it and for a mile or so below there is the dry corner of what was once a river. But this bed is dry and there is neither sight nor sound of water in or near it. After about a mile, a trickle of water makes its appearance and within a comparatively short distance a river is once more flowing through the valley.

This is again the Maligne River, although from this point to the Athabasca, the volume of water is never as great as that which flows into Medicine Lake. A mile above the Athabasca River, the Maligne burles itself down into a great canyon, hundreds of feet deep and, in places, less than a yard wide at the top.

London-Dublin Air Service

Would Cut Journey From Ten To Four Hours

An air service between London and Dublin is the object of negotiations now in progress between Imperial Airways, Limited, and the Air Department of the Irish Free State. Passengers would fly from London to Liverpool in air express. At Liverpool they would change from land-plane to a 15-passenger flying-boat. The aerial journey should be accomplished in about four hours, compared with ten hours by boat and train.

Get Them All In

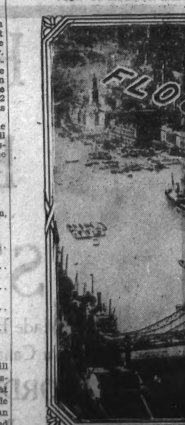
An English lesson was being given in a foreign school, and the mistress asked if any pupil could make up a sentence containing the words "defence," "defect" and "detail."

The sentence she got was as follows: "Ven a cat jumps over a defence defect goes in front of detail."

No girl can possibly look unconcerned the first time she appears in public with an engagement ring on her finger.

Some people are proud of their past—probably because it is past.

View of London District Where Thames Floods Caused Much Suffering



Old London from Canning Town in the east to Hammersmith in the west, for a large distance on both sides of the Thames, was under water when the river overflowed its banks. Intense suffering was entailed in the crowded poorer sections in the east end, while many famous buildings such as the Tower of London and Lambeth Palace were inundated. In the above photo a section of the flooded area is shown. In the foreground the Tower Bridge leading to the Tower of London where soldiers were mustered to guard the crown jewels. Beyond the river is the Victoria Embankment over which the water poured like a waterfall.

Receives New Appointment

May Be Possible To Produce Serum To Stop Disease

Discovery of the bacteria which is believed to cause "moon blindness" in horses, and which results in the death of many valuable animals, was announced recently by Dr. Edward C. Roseman, of the Mayo Foundation, Rochester, Minnesota. Speaking before the 28th annual meeting of the Society of American Bacteriologists, Dr. Roseman declared that through tests and experiments he had found an organism which injected into animals, produced symptoms identical to this disease.

Dr. Roseman said if further tests corroborated his findings, it should be possible to produce a serum to stop the spread of the disease.

International Friendship

Exchange Of Visits Between Canada and United States Creates Good Feeling

The significance of the many recent exchanges of official and unofficial courtesies between Canada and the U.S. were enhanced on before the Canadian Club, Montreal, by Hon. William Phillips, United States Minister to Canada.

Mr. Phillips welcomed to the visit of Col. Lindbergh to Ottawa at the time of Canada's diamond jubilee celebration in July, the dedication of the peace bridge across the Niagara River in August, the erection and unveiling of the monument, to United States citizens who fell while serving in the Canadian army during the war, in Arlington Cemetery, the laying of a wreath upon the altar of remembrance at Ottawa by himself, and the visit to Washington of the Governor-General and Lady Willingdon, and Premier King.

Mr. Phillips reminded his audience that these personal visits were to be returned in February by the United States Secretary of State, Hon. Frank B. Kellogg.

Saskatchewan Honey

Saskatchewan honey production has grown from 24,000 pounds in 1922 to 500,000 pounds in 1927, according to a report issued by the field crop branch of the provincial department of agriculture. In 1927, according to the report, 84,042 pounds of comb honey and 436,932 pounds of extracted honey.

Manitoba Industries

Last year 22 new industries began operations in Winnipeg and district and 21 existing industries in the city and its environs enlarged their plants. It is estimated that the total value of the output of industrial plants in Manitoba in 1927, was about \$179,000,000.

The farthest north police station in the world is on Herschel Island on the Arctic Ocean, a post of the Royal Northwest Mounted Police.

There are men with whom an hour's talk will weaken one more than a day's fasting.

Many a reputation has been gained without merit and many a one lost without fault.

Briquelette Plant

British Capital For Extension Work At Blenfa, Sask.

Tractors are being called for by advertisement in the British newspaper for machinery in connection with the brickpaving plant at Blenfa, Saskatchewan. The plant, which is a subsidiary of British capital, is being reconstructed at the recent presentation of information received by Commissioner T. M. Molloy, of the Saskatchewan Bureau of Labor and Industries. It is understood that Mr. Bury will be in the province for a period of from five to six weeks to supervise matters in order that the new plant may be successfully coupled up to the existing system at Blenfa.

Find Germ Of "Moon Blindness"

May Be Possible To Produce Serum To Stop Disease

Discovery of the bacteria which is believed to cause "moon blindness" in horses, and which results in the death of many valuable animals, was announced recently by Dr. Edward C. Roseman, of the Mayo Foundation, Rochester, Minnesota. Speaking before the 28th annual meeting of the Society of American Bacteriologists, Dr. Roseman declared that through tests and experiments he had found an organism which injected into animals, produced symptoms identical to this disease.

Dr. Roseman said if further tests corroborated his findings, it should be possible to produce a serum to stop the spread of the disease.

Experiment Success

London Garden Thrives 170 Feet Above Thames

When a garden was planted on the roof of Adelaide house, close to London Bridge, many thought it a foolish idea to expect fruit trees, shrubs and delicate plants to grow on a roof 170 feet above the Thames and exposed to cold east winds. But Sir John Burnett, architect, had carefully planned the roof and provided some protection against the wind. The results are surprising. Not one of the 70 fruit trees planted has died, and there has already been a crop of cherries and pears. There is also a 18-lb. putting link.

Manitoba Industries

Last year 22 new industries began operations in Winnipeg and district and 21 existing industries in the city and its environs enlarged their plants. It is estimated that the total value of the output of industrial plants in Manitoba in 1927, was about \$179,000,000.

The farthest north police station in the world is on Herschel Island on the Arctic Ocean, a post of the Royal Northwest Mounted Police.

There are men with whom an hour's talk will weaken one more than a day's fasting.

Many a reputation has been gained without merit and many a one lost without fault.

SAYS TRAINS ARE SAFER THAN AUTOS

Railways Are Not Dangerous Says Railway Official

"The most dangerous part of the machinery of transportation is the man that holds the steering wheel of the automobile," says W. Jones, of Montreal, Assistant to the Director of Safety and First Aid on the Canadian National Railways. Speaking in Winnipeg at the recent presentation of 150 certificates, vouchers, medals and prizes to Canadian National employees who had won them through promotion in First Aid work and home nursing, Mr. Jones declared that the system spent a good deal of money and energy in protecting people who neglected to protect themselves.

"Railways are not dangerous," said he. "It was once thought they were, and perhaps this was true, but today there is no safe avocation in the world. We are highly organized and ready for any emergency. The danger of accidents comes from the general public, who do not yet eliminate away from their carelessness and recklessness."

"Among his employees the National system stimulates an interest in First Aid work, and I think I may say our department has succeeded in its best since I told you that of the 50,000 on the system more than 37,000 are ready to give first aid to the injured promptly when the occasion demands it. And every year sees an increasing membership in the Canadian National branch of the St. John Ambulance Association."

"Next to First Aid, and perhaps even before it," said Mr. Jones, "is Safety First. This I said first aid to the injured. Some day we will see the carless motorist to see that it is better to be safe than sorry."

"Mail Torpedo" Newest Idea

Proposal Submitted To French Government By Three Engineers

A proposal for the construction of an electrical line by which a "mail torpedo" will carry letters, parcels and newspapers from Paris to Marseilles in two hours and a half has been submitted to the French Government by three engineers: Louis Hirschman, the head of the Aeronautical Service of the Ministry of the Mail Railway, and Professor Leon Lecomte of the Academy of Sciences.

The torpedoes would pass over two pairs of rail tracks high up on steel telegraph poles, which would also serve as a trolley. The torpedoes would have four wheels for each track and would be fitted with special bearings intensifying its speed and stability.

The cost of building the line is estimated at 100,000 francs per kilometer. Three hundred possible stops would be provided, but the torpedoes would average 400 kilometers an hour, making the complete run in half the time required by the fastest air mail planes.

Experimental Farm For North

Establishment In Meadow Lake District Has Been Approved

Of the north to the settlers in the far north of the North American federal constituency is the news that the federal department of agriculture has authorized the establishment of an experimental station at Meadow Lake. The farm will be selected, and will be put in operation during the coming summer. The telegraph line built this year, linking up the 55 mile stretch between Meadow Lake and Lake Louise is now in operation, and is already proving a boon to the people in this remote part of the province. With better farming facilities and improved conditions for the settler, a development of the agricultural possibilities is expected, resulting ultimately in improved railway and highway service.

Do Not Eat Turkey

Little Demand In New Zealand For This Fowl

There are about 77,000 turkeys in New Zealand (or were at a recent census) according to a report contained in the National Poultry, Butter and Egg Bulletin. There is little demand for this fowl and this is more than makes up for by the local production. States Trade Commissioner Julian D. Foster, in a report to the Department of Commerce, New Zealand gobblers generally cost from \$2.50 to \$5.00, according to weight; hens cost about \$2.40 and younger birds from \$1.70 upwards. New Zealanders are rarely missing something besides winter at Christmas.

Money will buy almost anything from a few toothpicks to a noble man's opinion.

A person who shoes is usually large for his size.

Canada Has Had Prosperous Year

Last Year One Of The Most Successful In History

Canada's progress during 1927, as revealed by statistics now available, shows that the year which has just closed was one of the most outstandingly successful in the history of the Dominion. All major industries showed marked development.

Notwithstanding a record new high record of \$241,774,000. New records were established in the production of gold, copper, lead, zinc, cement, gypsum, lime, natural gas and petroleum.

The wheat crop amounted to 444,000,000 bushels, an increase of 35,000,000 bushels over 1926. The oat crop increased 69,000,000 bushels in the same period.

Notwithstanding reductions in taxation, the national debt was reduced by \$14,896,000.

Capital invested in the Canadian railway and public works amounted to \$800,000,000. In 1910 it amounted to \$121,000,000.

Building permits show an increase of 10 per cent over 1926. The employment situation is the best since records were first established.

Savings deposits in Canadian banks have broken all records, amounting to \$1,400,000,000. The average price of the estimated value of field crops is \$38,000,000 greater than in 1926.

Trade on Co. Canadian banks amounted to \$7,915,042 tons, an increase of 1,780,000 tons over 1926. Total foreign trade increased \$47,000,000.

Immigration for the ten months reported amounted to 148,414 compared with 122,545 a year ago, an increase of 21 per cent.

All signs indicate that Canada has definitely entered upon a period of prosperity and expansion which may exceed anything in the history of the country.

Dress and Health

Modern Tendency Of Abbreviated Clothing Should Strengthen

The abbreviated clothing of the girls of today which leaves so much of the physique more or less exposed is a mistake. It tends to strengthen the constitutions of these young people and so makes them less likely to fall victims to tuberculosis.

This was the opinion contained in a statement issued by the Canadian "Tuberculosis" Association, in which it took issue with the recent statements of Dr. L. A. DePuy, of New York. Speaking before a conference at Battle Creek, Mich., Dr. DePuy had said that the wearing of the dress for a boy's appearance, along with too much tight life, as the cause of the increase in the ravages of the dread disease among girls.

The statement says: "Probably present tendencies of dress among the early adolescent women aid them in increasing their resistance to the disease. Also, their tendencies to accentuate boyish physique calls for active gymnastics and invigorating activity in sports which, in moderation, make them stronger."

Bakers Are Good Swimmers

Is there any connection between swimming and baking? asks a writer.

Miss Mercedes Oleska is the daughter of a German baker who lived in England for some time, but who is now employed at Frankfurt. Visiting the German Channel swimmer of last year, is a baker, and his wife, who won the Berlin women's swimming cup, takes an active part in his business. The Frenchman, Michel, who holds the record for swimming from France to England, is also a baker.

Every mortal who is weighed in the balance is found wanting something he doesn't want.

Little Demand In New Zealand For This Fowl

There are about 77,000 turkeys in New Zealand (or were at a recent census) according to a report contained in the National Poultry, Butter and Egg Bulletin. There is little demand for this fowl and this is more than makes up for by the local production. States Trade Commissioner Julian D. Foster, in a report to the Department of Commerce, New Zealand gobblers generally cost from \$2.50 to \$5.00, according to weight; hens cost about \$2.40 and younger birds from \$1.70 upwards. New Zealanders are rarely missing something besides winter at Christmas.

Money will buy almost anything from a few toothpicks to a noble man's opinion.

A person who shoes is usually large for his size.

"Accused, you are accused of having killed your wife. What have you to say?"

"I hope the jury will have mercy. It's the first time I have done it."—Pete Male, Paris.

Two Home Comforts



McClary's Furnacette

The Furnacette operates like a pipeless furnace. It lifts cold air from the floor, heats it, and circulates it, not to one room only, but to every room in the house.

McCLARY'S SANI TAB-TUB

A porcelain enameled bath tub and table combined. Makes a full sized, comfortable bath. Turned over it becomes a porcelain topped table.

Currie & Milroy Ltd., Hardware
Bassano and Hussar

STOCKTAKING SPECIALS

Remnants

At greatly reduced prices, be sure to look them over, you will find splendid values in dress goods, wash goods etc.

Nurse Cloth 20c a yd.
A Few Pieces Left

Men's Windbreakers

In fancy checks to clear at **\$2.15**

Wool Vests Girls sizes **49c**

English Print 15c a yd

Putters

Hose In silk, white only **25c a pr.**

Girls' Hose

Black and Brown; ribbed
To clear at **19c a pr.**

JAMES JOHNSTON, "The Quality Store"

GROCERIES - FRUIT - VEGETABLES - CROCKERY - TOYS
CONFECTIONERY

Fresh Fruit and Vegetables now in stock—Bananas, Grape Fruit,
Jap Oranges, Delicious Apples, Head Lettuce, Celery, Parsnips,
Carrots, Turnips, Cabbage, Etc.

Special for week-end, 3 dozen

Blue Goose Oranges **\$1.00**

ICE CREAM BRICKS - NEW LARD EGGS

Bulmer's Store

Same old Telephone, No. 12

According To Our Books

We have GIVEN PRIZE to our numerous customers \$435.50 (wholesale) worth of china during 1927. We will continue the same policy through 1928. You can have them tea towels if you prefer them.

Lard, Swift's Pure, 3 lbs. for	.67
Nabob Coffee, 1 lb.	.65
Oranges, Sunkist, 3 dozen for	\$1.00
Quick Quaker Oats, China, Robin Oats	.39
Pineapple, Hawaiian Sliced, 2s	.15
Lux Toilet Soap, 3 for	.25

JACK TORGAN
GROCERIES and MEN'S WEAR

WERED THE COST OF LIVING FOR THIS DISTRICT

Local News

Miss Morrison went to Glenside Saturday afternoon.

Miss Frank Moore went to Calgary Saturday afternoon to spend the weekend with her mother in the city.

Miss Eleanor Hoffbauer paid a visit to Calgary on Friday to see her father who is in the city recuperating after an operation.

R. H. Williams, hotelier ready-to-wear traveler will be at Jack Torgan's early in February with his usual bargains. Wait!

ANGLICAN CHURCH HOLD VESTRY

The Rev. H. R. Harrison, chaplain to the Bishop of Calgary, was in Bassano on Tuesday to meet the members of the vestry of the Anglican Church to discuss matters with a view of early filling the incumbency now vacant here and in Brooks. Many optimistic comments were uttered by the members of the vestry, and Mr. Harrison took back with him to present to the bishop much that was to be thankful for. A hope was left by Mr. Harrison of the early appointment of a minister for work in the dual parish of Bassano and Brooks.

Ignorance Unchecked

Peggy: "Daddy, what did the 'Dead Sea die of?'"
Daddy: "Oo, I don't know, child!"
Peggy: "Daddy, where do dreams go when you wake up?"
Daddy: "I don't know."
Peggy: "Daddy, why did God put so many towns in the desert?"
Daddy: "I don't know that either."
Peggy: "Goodness, daddy, who made you an editor?"

Saint John—An epoch in the transportation of cargo between Canada and the United Kingdom was reached here recently when W. B. MacInnes, vice-president in charge of traffic of the Canadian Pacific Railway, W. A. Walworth, assistant to the chairman, with other officials of the railway, and the C. P. fast cargo liner "Beaverlawn," which recently docked here, completing her maiden voyage.

According to a report covering the activities of the past year of the Canada Colonization Association, a subsidiary of the Canadian Pacific Railway, 226 families, consisting of 843 persons, were settled on 162,082 acres of land by the association. The total value of transactions is in excess of \$9,000,000. Nearly 300,000 acres of land are ready for settlement and prospects for the current year are very bright.

Vancouver—In an address before the Board of Trade upon the services rendered the Dominion by the late Sir William Van Horne, founder of the city of Vancouver and president of the Canadian Pacific Railway, C. A. Cotterell, general superintendent of the railway's British Columbia district, said: "The Canadian Pacific Railway is the largest taxpayer and the largest purchaser in the province; it spent last year \$20,750,000 in stores and supplies, taxes, wages, etc."

The names of Nungesser and Coll, who sought to fly the Atlantic but failed, will live forever in the place names of Canada. The topographical survey, department of the Interior, has issued a new map of the gold-bearing areas in the vicinity of Woman Narrows and Birch Lakes in southwestern Ontario. The names of these two aviators from France have been given to two lakes.

E. W. Beatty, chairman and president of the Canadian Pacific Railway, has announced in a telegram to H. R. Silver, president of the Lord Nelson Hotel Co., at Halifax, that the railway company has decided to subscribe to the extent of \$250,000 in financing the hotel. Construction of a \$1,250,000 hotel building will commence immediately.

Canada's "Agricultural Jubilee" is to be celebrated this year according to an announcement made by the Hon. W. R. Meighen, minister of agriculture, who has taken the matter up with various provinces. It has been decided to hold the celebration in connection with the Royal Winter Fair at Toronto. The total exports of milk and cream, 34,075,141 lbs., show an increase of 54,000 gallons during the seven months' period January to July. The exact figure, 1,066,750 gallons compare favorably with 1,065,750 gallons in 1926 and 1,065,161 gallons in 1925.

WANTED—Work at once, by a capable, healthy, middle-aged woman; in or out of town; house-keeper for gentleman preferred. State wages. Write Mrs. G. Lawrence, Duxbury, Alta. 22-p

Last Two Days of McKee's Great STOCK TAKING SALE

Saturday night will see the last of what has been a record sale. We mean to make Friday and Saturday memorable days by giving you the biggest bargains ever known. Don't hesitate to come and participate in this giveaway sale.

Drastic Reductions

Shoes - Shoes

Ladies' shoes of high grade quality only; odd numbers and odd sizes. Now going at

\$2.95 a pair

Values to \$9.50. Come early and pick them out.

Household

Goods

Sheetings, Cottons, Gingham, Towellings, Blankets, Curtain Materials, etc.—all drastically reduced. Now is your harvest time.

Ladies' Wear, Men's Wear, Children's Wear

Come and see the prices we are giving on these goods. It will pay you to buy now. Every article in the store greatly reduced.

Heath's, of Calgary

will visit the stores on 2nd and 3rd of February with their Spring Fashion Showing of Ladies' Suits, Coats and Dresses. May we have the pleasure of a visit from you?

Men's Wear Department

Men's Overcoats

Now is the time to buy that winter coat at cost price. A big range; all new stock, and they must go.

Boys' Suits

A big range of tweeds, worsteds and serges; two pairs of trousers; clearing at cost price.

GROCERIES

Golden Dates in 3 lb. pkts., reg.	.55 for	.49
Kipperd Snacks 3 tins		.25
Gold Standard Olives, plain, reg.	.30 bottle,	.25
Infants Delight Toilet Soap reg.	10c, 4 bars	.25
Wool Soap Flakes, 3 pkts. for		.25
Tuna Fish, 1-2 lb. tins, per tin		.25

McKee's Stores

Telephone 9 "Always at Your Service" P. O. Drawer 345